

SHANNON COLLINS
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shannoncollins.com
fromagephotography.com
1751 Rockwell Road | Abington, PA
717.574.5923

PROFESSIONAL EXPERIENCE:

LivingSocial | livingsocial.com | August 2011-present

Copywriter

- Create snappy, pithy writing for fabulous clients in and around the Philadelphia area

Maddy K Weddings & Events Atelier | maddyk.com | January 2011-present

Social media/blog manager

- Research and write daily blog articles which engage Maddy K readers
- Increase Twitter and Facebook followers and fans through daily interaction

Local Living Magazine | locallivingmag.com | August 2008-June 2011

Editor-in-Chief, copywriter, website content director, social media manager and photographer

- Manage writers with demographic-driven story development
- Oversee budgeting, assignments and payments
- Write and edit features, articles and select advertisement copy
- Photograph select features and give direction on cover photo shoots
- Update WordPress website and social media daily with fresh content

TSRI | tsrweb.com | January 2011-June 2011

Part-time account manager

- Assist building marketing and business development strategies quickly and effectively with clients in addition to managing website accounts

Inverse Paradox | inverseparadox.net | October 2009-June 2010

Website content writer and editorial assistant

- Incorporate keyword driven content to optimize SEO

Philly Beer Scene Magazine | beerscenemag.com | May 2009-June 2010

Editor and photographer

- Edit final drafts of articles and concept photography

LifeStyle Magazine | August 2006-July 2008

Administrative assistant, copywriter and senior editor

- Worked with editorial staff to produce articles and collaborate with creative directors in order to maintain a cohesive, regional monthly publication
- Active as receptionist and sales assistant. Duties included answering phones, assisting with marketing and distribution of the publication

EDUCATION:

2002-2006 Kutztown University
BFA, Communication Design
Minor, Professional Writing

SPECIAL SKILLS:

10+ years experience with Macintosh and PC computers. Highly proficient in Adobe Creative Suite and Microsoft Office. Comfortable managing web content and photos in WordPress, Blogger and Joomla, as well as utilizing SEO within websites. Basic understanding of XHTML. Knowledge of how to set up, maintain and best utilize social networking sites in addition to Google Analytics. Professional photographer shooting with a Canon 40D and owner of Fromage Photography. Freelance illustration work has been seen in Urban Outfitters stores nationwide, on exhibit at the Philadelphia International Airport and galleries throughout the Philadelphia area.